

Fig. 1

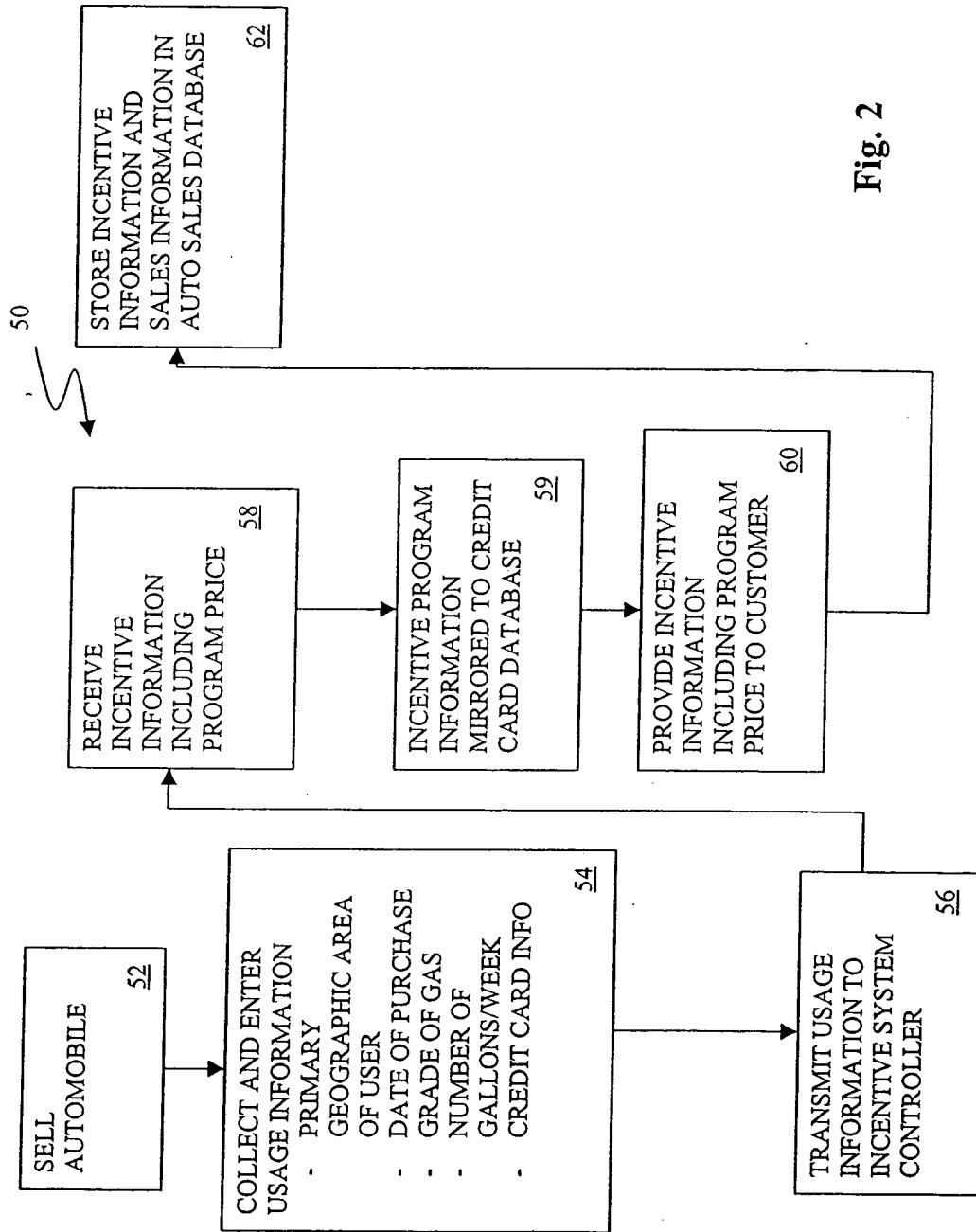


Fig. 2

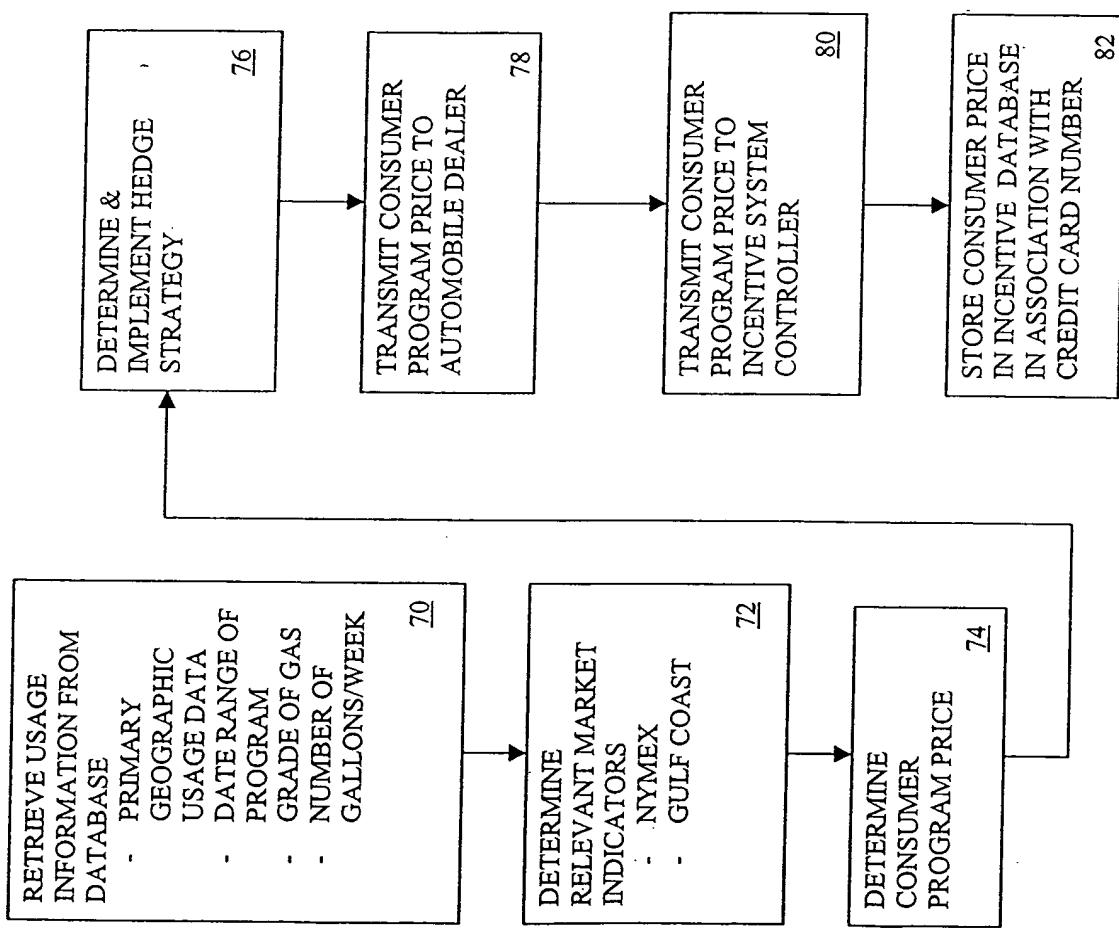


Fig. 3

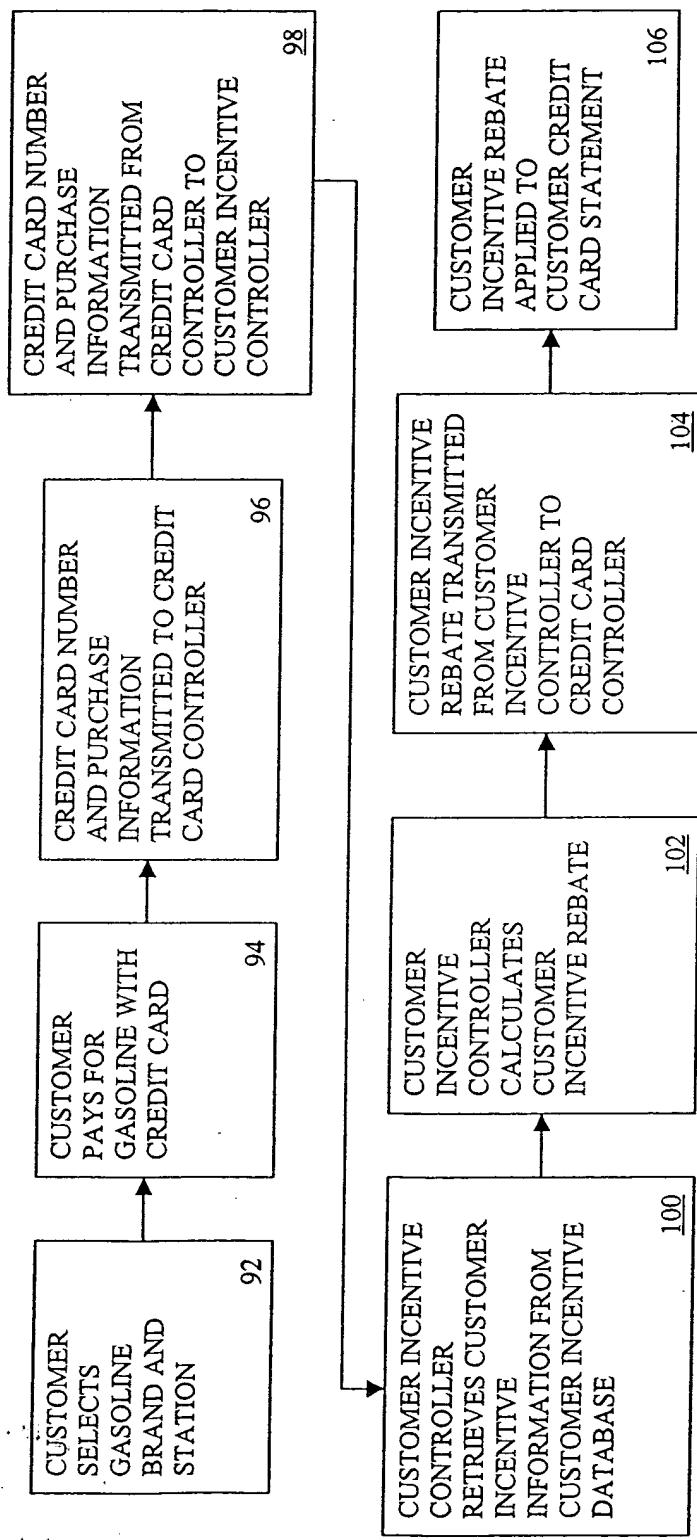


Fig. 4

CUSTOMER INCENTIVE DATABASE RECORD 36

CUSTOMER NAME	CREDIT CARD INFORMATION	GAS GRADE	GAS QUANTITY	PROGRAM PRICE	GALLONS USED THIS MONTH	DATE INFORMATION
JOHN SMITH	123-4567-8910	89 OCTANE BRAND A	40 GALLONS/MONTH	\$1.50	15	PURCHASE DATE, PROGRAM DATE RANGE
JANE DOE	234-5678-9101	90 OCTANE BRAND A	100 GALLONS/MONTH	\$1.60	40	PURCHASE DATE, PROGRAM DATE RANGE

Fig. 5

40A 40B 40C 40D 40E 40F

GASOLINE PURCHASE DATABASE RECORD 40

40A 40B 40C 40D 40E 40F

CUSTOMER NAME	CREDIT CARD INFORMATION	GAS GRADE	GALLONS OF GAS PURCHASED	RETAIL PUMP PRICE	TAXES
JOHN SMITH	123-4567-8910	89	10	\$2.00/GALLON	\$0.15/GALLON
JANE DOE	234-5678-9101	90	20	\$2.25/GALLON	\$0.20/GALLON

Fig. 6

AUTOMOBILE SALES DATABASE RECORD 44

CUSTOMER NAME		CUSTOMER INFORMATION & CREDIT CARD NUMBER	CUSTOMER INCENTIVE INFORMATION	INCENTIVE DATE INFORMATION	AUTOMOBILE SALES INFORMATION
JOHN SMITH	123-4567-8910		89 OCTANE/40 GALS. PER MONTH/\$1.50 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SUV MODEL ABC, RED, 4WD, OPTION PACKAGE Z
JANE DOE	234-5678-9101		90 OCTANE/100 GALS. PER MONTH/\$1.60 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SPORTS SEDAN MODEL BCD, YELLOW, OPTION PACKAGE L

Fig. 7

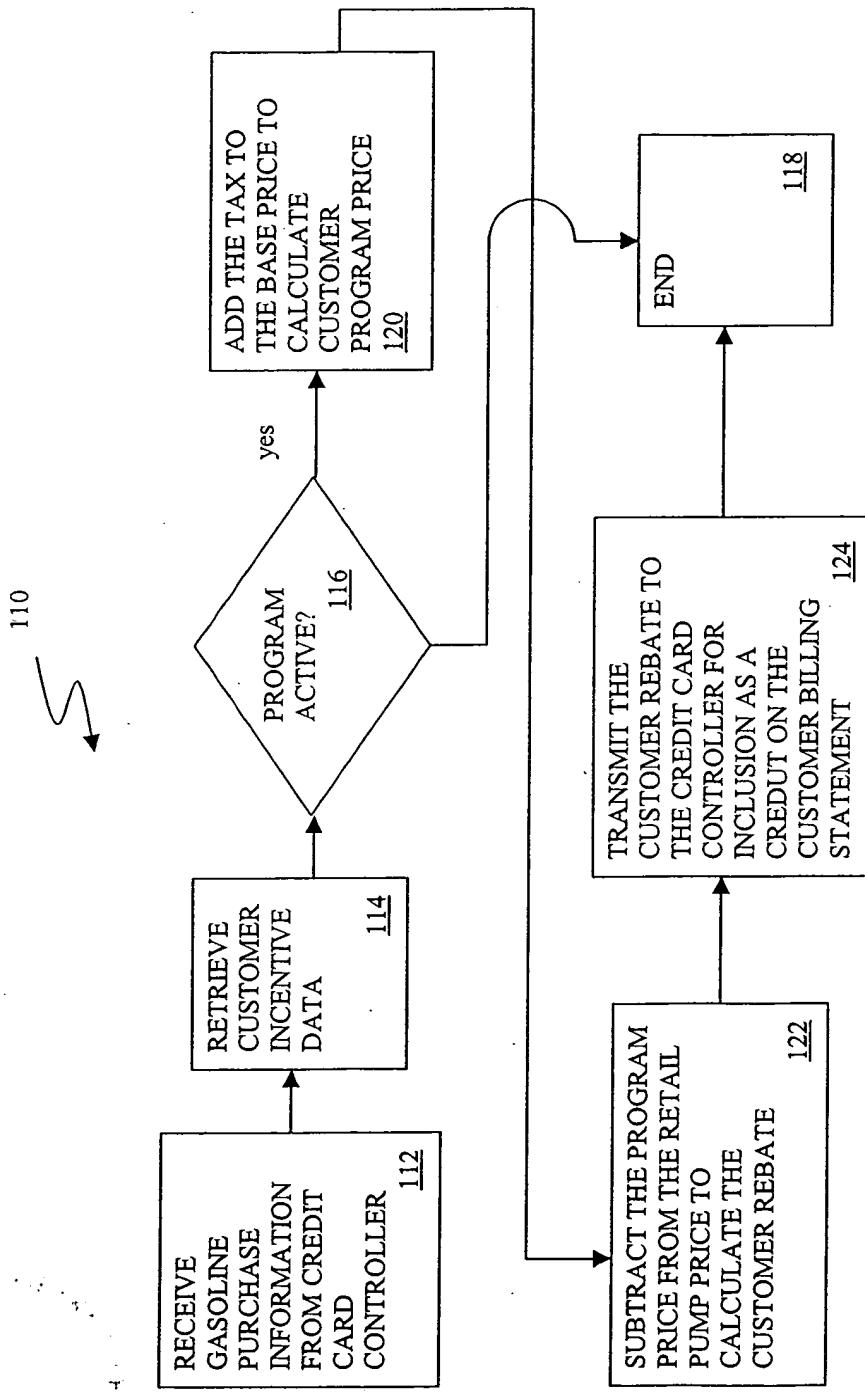


Fig. 8

SAMPLE CALCULATION SPREADSHEET 111

VARIABLE	COST OR QUANTITY	DESCRIPTION OF VARIABLE OR CALCULATION
112' GASOLINE QUANTITY	15 GALLONS	QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP
RETAIL PUMP PRICE/GALLON	\$2.00	RETAIL PRICE PAID AT PUMP
TAXES/GALLON	\$0.20	TAXES IN RETAIL PRICE
TOTAL CUSTOMER RETAIL PRICE	\$30.00	GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON
114' PROGRAM PRICE/GALLON	\$1.50	AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE
120' TOTAL CUSTOMER INCENTIVE PRICE	\$25.50	(PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY
122' REBATE TO CUSTOMER	\$4.50	TOTAL CUSTOMER RETAIL PRICE - TOTAL CUSTOMER INCENTIVE PRICE

Fig. 9

CREDIT CARD DATABASE RECORD 32

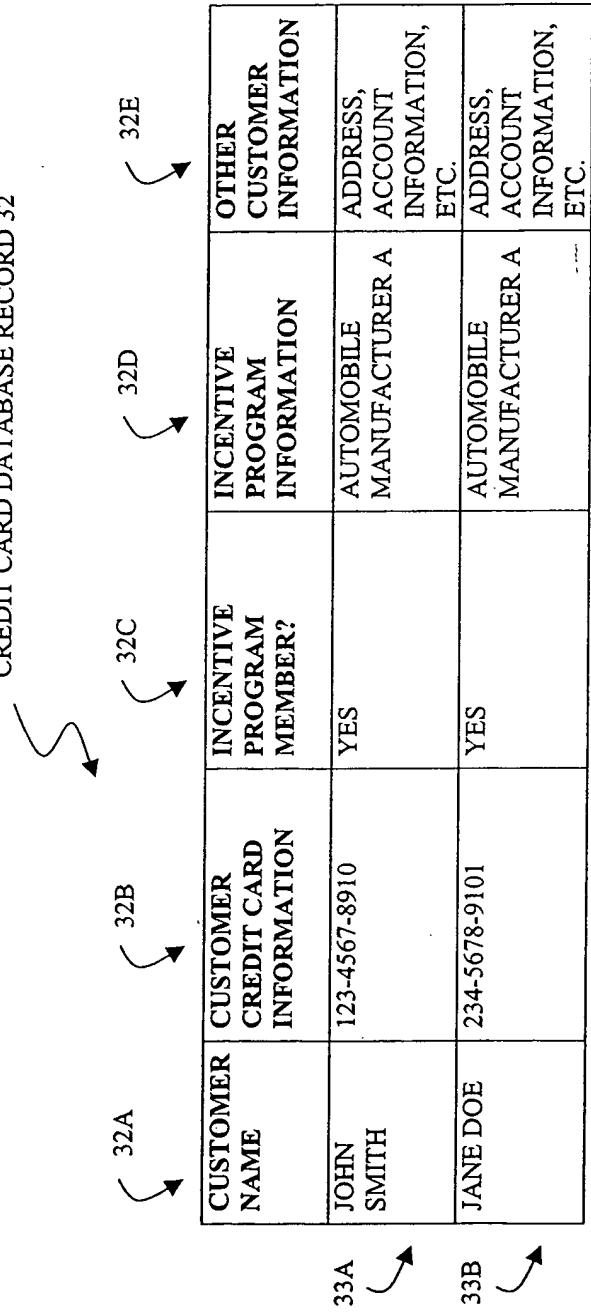


Fig. 10